



**FOR IMMEDIATE RELEASE**

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**North Carolina Museum of Art Partners  
with OMAi Artist Collective for Two Weeks of Light Graffiti Events**

**Raleigh, N.C.**—Austrian artist collective [OMAi](#) brings its Tagtool art-making app to the North Carolina Museum of Art May 15-26 for two weeks of light graffiti, parties, and workshops as part of special exhibition [You Are Here: Light, Color, and Sound Experiences](#). OMAi uses patented technology to create and manipulate colorful worlds of large-scale, digital animated projections that will be shown on the side of the NCMA's East Building, with opportunities for visitors to contribute to the light murals. See below for a full list of related events, including four themed Night Bright Community Festivals featuring music performances, food trucks, local artists, and an opportunity to taste [Fullsteam Brewery's](#) custom *You Are Here* beers.

OMAi's work is based on characteristics from several contemporary art forms, including the "street art" movement, creating temporary public art outside traditional art venues, and from "VJing," the creation and manipulation of imagery in real-time through technological mediation for a live audience, in synchronization to music.

Starting off using traditional VJing techniques like mixing video loops, OMAi developed a technological solution for improvisational visual live performance that allows artists to create animated imagery on architectural surfaces using digital projection. This visual instrument called Tagtool, which is available in form of an iPad app, is used by VJs and other types of visual artists in 60 countries around the world. OMAi, in their dual role as toolmakers and artists in their own right, are an integral part of the worldwide VJ community and maintain a worldwide network of artistic partners and collaborators.

**OMAi Related Events**

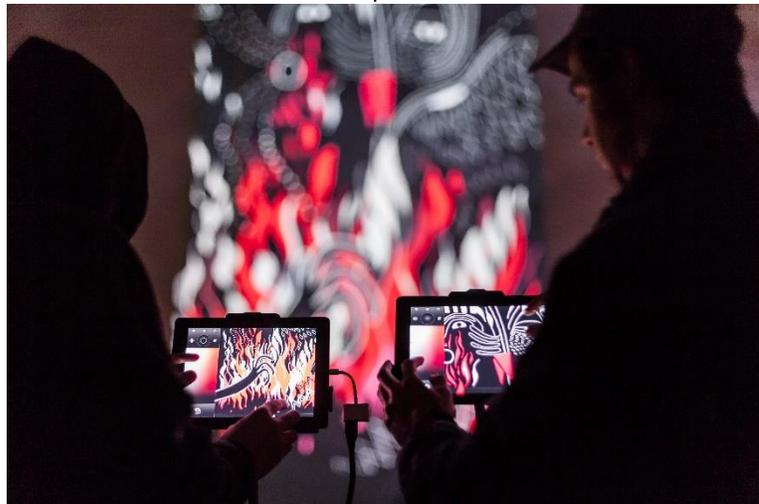
**Light Bright Workshops**

**Adult Workshops:** [Tuesday, May 15](#); [Wednesday, May 16](#); [Tuesday, May 22](#); and [Wednesday, May 23](#); 7–9 pm

**Teen Workshops:** Saturday, May 26, [10 am–noon](#) and [2–4 pm](#)

**East Building, Level C**  
**\$18 Members, \$20 Nonmembers**

Led by OMAi artists, participants paint with light, create animated graffiti, or tell improvised stories using the Tagtool app. Bring an iPad loaded with the Tagtool app (free on App Store).



(continued)

**Night Bright Community Festivals**

**Thursday, May 17:**

**Underwater Love**

**Friday, May 18: Magical**

**Forest**

**Thursday, May 24: Space Is**

**the Place**

**Friday, May 25: The**

**Incredible Machine**

**6:30–11 pm**

**Museum Park Theater**

**Free to watch; ticket required**

**Ticketed animation sessions:  
\$6 Members, \$8 Nonmembers  
(per session)**



Themed light graffiti parties featuring OMAi projections with local performers, musicians, and visual artists. Food trucks and beverage tent open throughout, including beers from a *You Are Here* collaboration with Durham’s Fullsteam Brewery that feature OMAi on the can labels.

Festival attendance is free, but a ticket is required. Plus, join in the fun that night and create your own animated projection using the Tagtool app, which allows users to draw on an iPad and have those drawings projected onto East Building (each session lasts 10 minutes).

**Family Day: Light Play**

**Saturday, May 19, 10 am–4 pm**

**East Building, Level C, and Museum Park**

**Free; ticket required**

**Ticketed storytelling experiences: \$5 Members, \$7 Nonmembers**

Create projection art using the Tagtool app and participate in other free art-making activities. Children may also participate in storytelling projections led by OMAi (paid ticket required). Food trucks on hand.

*You Are Here* presents pioneering video, light, and sound installations by [Bill Viola](#), [James Turrell](#), [Janet Cardiff](#), [Olafur Eliasson](#), and [Ragnar Kjartansson](#). Works by [Rafael Lozano-Hemmer](#), [Jim Campbell](#), and [Theo Eshetu](#) employ experimental technology, custom electronics, and digital media. Mixed-media installations by [Anila Agha](#), [Soo Sunny Park](#), [Mickalene Thomas](#), and [Heather Gordon](#) use low-tech, nontraditional materials. *You Are Here* also takes visitors outdoors to explore large-scale video projects by Austria-based artist collective [OMAi](#) and interactive sculptures by [Sam Falls](#). A permanent collection acquisition of *Light of Life*, 2018, by [Yayoi Kusama](#) also made its debut in the exhibition.

**Image captions (top to bottom):**

OMAi Tagtool session in Hippersdorf, Austria, 2009, images courtesy of OMAi, © 2018 OMAi

OMAi Tagtool session at Ars Electronica Festival, 2009, images courtesy of OMAi, © 2018 OMAi

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**About the North Carolina Museum of Art**

The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from ancient Egypt to the present, making the institution one of the premier art museums in the South. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through site-specific works of environmental art. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts.

The Museum opened West Building, home to the permanent collection, in 2010. The North Carolina Museum of Art, Lawrence J. Wheeler, director, is located at 2110 Blue Ridge Road in Raleigh. It is the art museum of the State of North Carolina, Roy Cooper, governor, and an agency of the Department of Natural and Cultural Resources, Susi Hamilton, secretary.